



KNXV

ORDER

Print Date 08/02/12 Page 1 of 3

KNXV-TV
PHOENIX

<u>Contract / Revision</u>	299973	/	Democratic Congressional Campai	<u>Alt Order #</u>			
<u>Original Date / Revision</u>	Agency Com	15%		<u>Billing Type</u>	Cash		
06/07/12	07/19/12		<u>Billing Contact</u>	<u>Order Type</u>	GENERAL		
<u>Advertiser</u>	DCCC		1010 Wisconsin Avenue NW - Suite	<u>Billing Cycle</u>	EOM/EOC		
			Washington, DC 20007	<u>Billing Calendar</u>	BROADCAST		
<u>Agency</u>	Great American Media			<u>Demographic</u>	A25-54		
<u>Buying Contact</u>				<u>Rev Codes</u>	POL	POL	PARTY
			<u>Sales Office</u>	EWSDC			
			<u>Sales Region</u>	NAT	<u>Product Codes</u>	PL	
1010 Wisconsin Avenue NW - Suite				<u>Priority</u>	P-3		
Washington, DC 20007			<u>Agency Ref</u>	2	<u>Advertiser Ref</u>		

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$33,893.75	\$39,875.00	0.00	10/01/12	10/15/12	61	\$33,893.75	\$39,875.00
Totals	61	\$33,893.75	\$39,875.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	61	\$33,893.75	\$39,875.00	0.00	10/01/12	10/15/12	61	\$33,893.75	\$39,875.00
Totals	61	\$33,893.75	\$39,875.00	0.00					



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Contract / Revision **299973** Flight Dates **10/09/12-10/15/12**Hiatus Dates

Original Date / Revision 06/07/12/ 07/19/12

Order Sep 00:05:00

Advertiser **DCCC**Product **Democratic Congressional** Estimate # **1200**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 7-9am												
				M-F 7-9am												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				2	\$400.00	0.00				
E 4	KNXV	10/09/12	10/15/12	M-F 430-5am		CM	430-5am			MTWTF--	:30	4	\$50.00	P-3	0.00	NM
				M-F 430am News												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				4	\$50.00	0.00				
				Week: 10/15/12	10/21/12	M-----				1	\$50.00	0.00				
E 5	KNXV	10/14/12	10/14/12	Su 6-7am GMA		CM	6am-7am			-----S	:30	1	\$200.00	P-3	0.00	NM
				Su 6-7am Good Morning ,												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-----S				1	\$200.00	0.00				
E 6	KNXV	10/09/12	10/15/12	M-F 10am-11am		CM	10am-11am			MTWTF--	:30	4	\$400.00	P-6	0.00	NM
				The View												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				4	\$400.00	0.00				
				Week: 10/15/12	10/21/12	M-----				1	\$400.00	0.00				
E 7	KNXV	10/09/12	10/15/12	M-F 11am-12pm		CM	11am-12pm			MTWTF--	:30	4	\$200.00	P-6	0.00	NM
				Right This Minute												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				4	\$200.00	0.00				
				Week: 10/15/12	10/21/12	M-----				1	\$200.00	0.00				
E 8	KNXV	10/09/12	10/15/12	M-F 430pm-5pm		CM	430pm-5pm			MTWTF--	:30	4	\$400.00	P-3	0.00	NM
				The List												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				4	\$400.00	0.00				
				Week: 10/15/12	10/21/12	M-----				1	\$400.00	0.00				
E 9	KNXV	10/09/12	10/15/12	M-F 4pm-430pm		CM	4pm-430pm			MTWTF--	:30	4	\$500.00	P-3	0.00	NM
				4PM News												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				4	\$500.00	0.00				
				Week: 10/15/12	10/21/12	M-----				1	\$500.00	0.00				
E 10	KNXV	10/09/12	10/15/12	M-F 5pm-530pm		CM	5pm-530pm			MTWTF--	:30	4	\$600.00	P-3	0.00	NM
				M-F 5pm-530pm												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				4	\$600.00	0.00				
				Week: 10/15/12	10/21/12	M-----				1	\$600.00	0.00				
E 11	KNXV	10/09/12	10/15/12	ABC World News M-F		CM	5:30pm-6:30pm			MTWTF--	:30	4	\$1,000.00	P-2	0.00	NM
				ABC World News M-F												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				4	\$1,000.00	0.00				
				Week: 10/15/12	10/21/12	M-----				1	\$1,000.00	0.00				
E 12	KNXV	10/09/12	10/15/12	M-F 6pm-630pm		CM	6pm-630pm			MTWTF--	:30	4	\$700.00	P-3	0.00	NM
				M-F 6pm-630pm												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-TWTF--				4	\$700.00	0.00				
				Week: 10/15/12	10/21/12	M-----				1	\$700.00	0.00				
E 13	KNXV	10/13/12	10/13/12	Sa 4pm/5pm News		CM	4-430p/5-530p			-----S-	:30	1	\$500.00	P-2	0.00	NM
				Sa 4pm/5pm News												
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
				Week: 10/08/12	10/14/12	-----S-				1	\$500.00	0.00				



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Contract / Revision **299973** Flight Dates **10/09/12-10/15/12**

Hiatus Dates

Original Date / Revision **06/07/12/ 07/19/12**

Order Sep **00:05:00**

Advertiser **DCCC**

Product **Democratic Congressional** Estimate # **1200**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 14	KNXV	10/14/12	10/14/12	Su 5pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00	
SU 5pm-530pm News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1			\$500.00		0.00					
E 16	KNXV	10/15/12	10/15/12	Monday Prime C	CM	9pm-10pm	M-----	:30	1	\$5,500.00	P-6	0.00	NM	1	\$5,500.00	
Castle																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1			\$5,500.00		0.00					
E 17	KNXV	10/14/12	10/14/12	Sunday Prime D	CM	9pm-10pm	-----S	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00	
Scandal																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1			\$4,000.00		0.00					
E 18	KNXV	10/14/12	10/14/12	SU 1035pm-1105pm	CM	1035pm-1105pm	-----S	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00	
ABC15 Sports Sunday																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1			\$350.00		0.00					
E 19	KNXV	10/09/12	10/15/12	M-F 10-1035pm	CM	10pm-1035pm	MTWTF--	:30	4	\$1,000.00	P-3	0.00	NM	5	\$5,000.00	
10pm News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4			\$1,000.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1			\$1,000.00		0.00					
E 20	KNXV	10/09/12	10/15/12	M-F 1035pm-1102pm	CM	1035pm-1102pm	MTWTF--	:30	4	\$450.00	P-3	0.00	NM	5	\$2,250.00	
Nightline																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4			\$450.00		0.00					
		Week: 10/15/12	10/21/12	M-----		1			\$450.00		0.00					
E 21	KNXV	10/14/12	10/14/12	SU 10-1035pm	CM	10pm-1035pm	-----S	:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00	
10pm News																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>					
		Week: 10/08/12	10/14/12	-----S		1			\$1,000.00		0.00					

*Tax 1 Note: Tax 0.5%.

Totals 61 \$39,875.00